

Moray Economic Partnership – Draft Meeting Note 14th July 2011, Moray College

Attendees	Jim Royan (JR) – Chair; George McNeil (GMcN) – Moray Chamber of Commerce; Shane Rankin (SR) - Scottish Government; Damien Yeates (DY) – Skills Development Scotland; Danny Logue (DL) – Skills Development Scotland; Mike Devenney (MD) – Moray College; Calum Macpherson (CM) & Lesley Gallagher (LG) - Highlands and Islands Enterprise; George McIntrye (GMcI), Roddy Burns (RB)& Gordon Sutherland (GS)– Moray Council; Audrey Sheal (AS) – Moray Chamber of Commerce.
Apologies	Alex Paterson (AP)

MD made a presentation on the Life Sciences Centre, progress to date and plans going forward. CM supported, outlining HIE's current activity and future plans. HIE are in the process of compiling a brief document outlining Life Sciences, its scope and potential for Moray.

JR noted that a common, easily understood definition of Life Sciences was required, and proposed that the following might be appropriate: *'Life Sciences is the study and application of learning research in health and wellbeing into practice and commercialisation'*.

Meeting Note 6th June 2011 – Approved

1. UPDATE FROM THE CHAIR

The Moray Economic Partnership Co-ordinator role has now been formalised, with GS' secondment to the role. The Chair thanked Moray Council for supporting this.

In January 2012 a resource review will be undertaken to ensure that resources are fit for purpose.

Moray Economic Strategy (MES) – The Community Planning Partnership have discussed the Moray Economic Strategy, and it is now a live document. JR highlighted that whilst this is a CPP initiative, the MEP is central to supporting it.

JR highlighted the following meetings and their resulting actions:

- Jim Johnston (RAF Kinloss) – MEP to identify ways to support Kinloss.
- Andy Hine (RAF Lossiemouth) – JR to meet with Andy soon after the announcement.
- Mike Duncan (FSB) - FSB is keen to be involved in the consultation on the Economic Strategy.
- Richard Lohead – wants to ensure that the opportunities of the September Cabinet Meeting are maximised. It was agreed that an appropriate method of keeping RL updated on the MEP board meetings should be identified.
- Fergus Ewing - keen to engage with the whisky industry. SR advised that this was being progressed and MP and MSP are working with industry. Industry meetings will be sought. As per RL, an appropriate method of updating FE on MEP progress should be identified.

- Eileen Bush (VSM) - spoke about social enterprise and, again, VSM is keen to be involved in the consultation on the Economic Strategy. The CPP has a role to communicate activity to the broader community.
- Flood Alleviation Comms workshops

JR noted that the Moray Economic Strategy will only succeed if the community is energised and encouraged to drive forward. Part of the MEP's leadership responsibility is to support, communicate and, perhaps, initiate a range of leadership development/capacity building opportunities for individuals (including councillors and prospective councillors) and communities.

At this stage it would be appropriate to have an overview of what leadership development/capacity building support is already in place through partner organisations, AS to put together an overview for the next meeting.

2. HOT TOPICS

Communities:

(i) Community Consultation

MES will be available online from 25th July. It is planned to hold five community consultation meetings in different locations, in the week commencing 12th September. RB advised that these meetings may be brought forward to wrap round the Cabinet meeting.

JR noted the low recognition of land based industries in the MES, and suggested that it should reflect their role in Moray.

JR highlighted that consideration must be given as to how MEP should be represented at these meetings, and how best to maintain continuous dialogue with communities.

RB advised that a simplified form of performance management for the MES will be developed, and will report back to MEP.

(ii) Kinloss

Various approaches for the re-use of Kinloss have been made, and there was discussion around how best to deal with these approaches. It was agreed that until such time as the announcement is made, and further detail is known, it is not possible to progress.

Business:

(i) Inward Investment

CM gave an update on the Mikledore project, which looks at matching Moray's strengths and market growth trends, and developing an inward investment proposition. This will be taken back to the group.

CM also reported on positive inward investment activities which are underway with the HIE teams. Full details to follow.

(ii) Business Engagement

A Business Leaders forum was suggested and widely supported, GMcN agreed that the Chamber would work with the FSB to take this idea forward. A review

of SG's Public Leaders' event would also be undertaken. GS to take paper to the next meeting detailing the Business Engagement proposition.

(iii) Moray Tourism Development

HIE have confirmed their funding for Moray Tourism Development. JR has met with the group, and is trying to set up a meeting with the Chair Colin Grant. Activity is ongoing, and much has been achieved, but there is little recognition of this. A comms plan must be developed and delivered to demonstrate activity.

Infrastructure:

(i) Open for Business

It is planned to hold an "Open for Business" event in the Autumn to follow on from the outreach meeting in May. The next steps will be rolled out in the coming days (GS).

Copies of the "Open for Business" document are available from the Moray Task Force website (pdf), HIE website (pdf) or hard copy from CM.

(ii) Transport

Meeting with Keith Brown on transport investment has not yet been confirmed. RB to follow up.

Skills:

(i) Skills Translation

DL gave an overview of the skills translation work undertaken by the Kinloss Skills Partnership, and the resulting skills gap identified.

DY commented that one of the key issues in skills is how to engage the next generation. It was agreed that ideas on how to engage could be tested via the Moray Youth Council, a readymade sample of engaged people. MEP to return to this item at Autumn meeting.

(ii) Sectoral Analysis of business/economic activity

The Board supported the suggestion to extend the skills translation work across all industry sectors in the Moray economy, considering growth targets and skills pipeline. This could then be fed into the Mikledore proposition work – SDS to action.

(iii) Skills Bank

CM requested that the skills bank be extended to cover more than the 270 personnel currently on the system. The information on the skills bank is exceptionally useful, however it does need to cover as much of the RAF Kinloss population as possible.

MEP September meeting to have a discussion on the Economic Strategy and Skills, led by SDS.

3. EMERGING ISSUES

Cabinet Visit

The Scottish Cabinet meeting will commence with a dinner on 5th September, with the Cabinet to meet on 6th, followed by question time in a venue such as the Town Hall or the Youth Café. Junior ministers will also be in attendance and a series of visits will be made whilst the Cabinet

meeting is taking place. FE made a commitment to visit RAF Kinloss workclub, and wishes to engage with the whisky industry, so there is considerable agenda to be planned – RB leading on this locally.

Prior to the meeting, JR to give a formal update on the MEP and progress to date, this is scheduled for 23rd August.

4. COMMUNICATION UPDATE

Recent comms activity has focused on a last push before the announcement.

LG confirmed that a plan of action for the announcement has been developed. Currently confidential responses (considering the different scenarios) to the announcement have been prepared, and these have been circulated to the relevant parties. The “fight” element remains high, but they will also reflect ongoing activity. It was stressed that it is important to catch the local mood on the announcement.

A six month comms calendar for timetable activity is being produced.

Comms activity around the cabinet meeting and all the elements that will entail is being developed. Also in the planning is comms activity around the Economic Strategy Consultation.

5. AOCB

- Announcement is likely to take place on Monday (18th July) afternoon, and TMC Chamber has been reserved for watching the broadcast live, with press being invited. LG to pull together circulation list for all communication, and will prepare and distribute final pre-announcement communication. MTF and subset of MEP will then meet on Tuesday morning.
- Angus Robertson and Richard Lohead are keen to know the comms plan for the announcement, JR will contact.

6. FUTURE MEETINGS

The peripatetic nature of the meetings was agreed as critical to demonstrating that the MEP represents the whole of Moray. Appropriate venues around the area will be sought, suggestions made were Forsyths in Buckie; Crown Estates Tomintoul; MMS Almac in Keith. JR/GS/AS to confirm future meeting venues.

Current meeting schedule is as follows:

Friday 12th August – 10:00 to 12:00 – venue tbc
Tuesday 13th September – 13:30 to 15:30 – venue tbc
Thursday 6th October – 10:00 to 12:00 – venue Macallan
Friday 4th November – 10:00 to 12:00 – venue tbc
Wednesday 7th December – 10:00 to 12:00 – venue tbc

It was agreed that, starting from the next meeting, a press release would be issued after each Board meeting to highlight where the Board met, and key headlines.

7. ACTION POINTS

- JR to meet with Andy Hine soon after the announcement.
- JR/GS to identify appropriate methods of keeping RL/FE updated on the MEP board meetings.
- AS to put together an overview of existing leadership support/capacity building support offering for the next meeting.
- RB to identify simplified form of performance management for the MES, and report back to MEP.
- CM to take Mikledore project findings to MEP.
- GS to take paper to the next meeting detailing the Business Engagement proposition.
- RB to chase meeting with Keith Brown on transport investment.
- SDS to action extension of skills translation work across all industry sectors in the Moray economy.
- SDS to lead agenda item at September meeting on Economic Strategy and Skills.
- LG to pull together circulation list for all announcement communication.
- LG to prepare and distribute final pre-announcement communication.
- Subset of MEP to approach MTF for meeting on Tuesday morning.
- JR to contact Angus Robertson and Richard Lohead to advise of comms plan for the announcement.